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Amendments to the Claims

Please replace all prior listings of the claims with the following listing of claims:

1. (Original) An advertising panel for mounting to a structure, the panel comprising a sheet of plastic material having an image applied to a first side of the sheet, wherein the panel has an elongate fastener provided on at least one longitudinal edge, the elongate fastener having a thickness greater than the sheet and being adapted to engage with a corresponding slot provided on the structure.

2. (Original) An advertising panel according to Claim 1, wherein the advertising panel is mounted to the structure of a vehicle.

3. (Original) An advertising panel according to Claim 1, wherein the advertising panel is mounted to a static structure.

4. (Currently Amended) An advertising panel according to Claim 1 ~~any preceding Claim~~, wherein the sheet has a hem and the elongate fastener comprises a longitudinal member held within the hem of the sheet.

5. (Original) An advertising panel according to Claim 4, wherein the hem is formed by folding an edge of the sheet around the elongate fastener and back against the sheet, then securing the edge to the sheet.

6. (Currently Amended) An advertising panel according to any of Claims 1 ~~to 3~~, wherein the elongate fastener comprises a longitudinal member secured to the sheet by an edging strip.

7. (Original) An advertising panel according to Claim 6, wherein the edging strip passes around the elongate fastener and is secured to each side of the edge of the sheet.

8. (Currently Amended) An advertising panel according to ~~any preceding Claim 1~~, wherein the longitudinal member is flexible.

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9. (Currently Amended) An advertising panel according to ~~any preceding Claim 1~~, wherein the panel has an elongate fastener provided on two opposite longitudinal edges.

10. (Currently Amended) An advertising panel according to ~~any preceding Claim 1~~, wherein the sheet is flexible.

11. (Currently Amended) An advertising panel according to ~~any preceding Claim 1~~, wherein the sheet is a mesh of PVC, polyester, polypropylene or a combination thereof.

12. (Currently Amended) An advertising panel according to ~~any preceding Claim 1~~, wherein the mesh is provided with apertures allowing air passage therethrough, such that the sheet has an air permeability of at least 1000 litres per second at 100 pascal.

13. (Currently Amended) An advertising panel according to ~~any preceding Claim 1~~, wherein the sheet of the advertising panel is a woven material.

14. (Original) An advertising panel according to Claim 13, wherein the woven material has warp and weft fibres bonded to each other at their intersections.

15. (Currently Amended) An advertising panel according to ~~any preceding Claim 1~~, wherein the panel is substantially rectangular.

16. (Currently Amended) An advertising panel according to ~~any preceding Claim 1~~, wherein the panel is provided with an extension piece at one or both of the two opposite side edges, said one or both extension pieces being provided with securing means to allow them to be wrapped around the corner of a vehicle and secured to the vehicle.

17. (Currently Amended) An advertising panel according to ~~any of Claims 1 to 15~~, wherein one or both of the two opposite side edges are provided with reclosable interlocking, fasteners adapted to engage with corresponding interlocking fasteners on the structure.

18. (Cancelled)

19. (Currently Amended) An advertising panel according to ~~any of Claims 1 to 15~~, wherein one or both of the two opposite side edges are provided with an elongate fastener having a thickness greater than the sheet on each of the two opposite side edges, the fastener being adapted to engage with one or more lateral fastening members on the structure.

20. (Original) An advertising panel according to Claim 19, wherein the one or more lateral fastening members are releasable clamping members adapted to clamp the elongate fastener in a selected one of a plurality of positions.

21. (Original) A vehicle having a wall provided with a slot or slots on the exterior surface thereof, the vehicle having an advertising panel mounted on said exterior surface, the panel comprising a sheet of plastic mesh material having an image applied to a first side of the sheet, wherein the panel has an elongate fastener provided on at least one longitudinal edge, the elongate fastener having a thickness greater than the sheet and engaged with said slot or slots on said vehicle.

22. (Currently Amended) A vehicle according to Claim 21, wherein the advertising panel is an advertising panel according to ~~any of Claims 1 to 20~~.

23. (Currently Amended) A vehicle according to Claim 21 ~~or 22~~, wherein the exterior surface is on a side wall of the vehicle.

24. (Currently Amended) A vehicle according to ~~any of Claims 21 to 23~~, wherein the slot or slots are provided in one or more track members bonded to the exterior surface by adhesive.

25. (Currently Amended) A vehicle according to ~~any of Claims 21 to 23~~, wherein the slot or slots are provided in one or more track members secured to the side wall by fixing means.

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26. (Currently Amended) A vehicle according to ~~any of Claims 24 to 25~~, wherein the track members are extruded members, and the slot or slots are shaped to allow keying of the elongate fastener with the slot or slots.

27. (Original) A vehicle according to Claim 26, wherein one or more of said track members are provided on each of the upper and lower edges of the exterior surface.

28. (Original) A vehicle having a load bearing volume at least partially enclosed by a curtain, said curtain being provided with a slot or slots on the exterior surface thereof, the vehicle having an advertising panel on said exterior surface, the panel comprising a sheet of plastic mesh material having an image applied to a first side of the sheet, wherein the panel has an elongate fastener provided on at least one longitudinal edge, the elongate fastener having a thickness greater than the sheet and engaged with said slot or slots on said vehicle.

29. (Currently Amended) A vehicle according to Claim 28, wherein the advertising panel is an advertising panel according to ~~any of Claims 1 to 20~~.

30. (Currently Amended) A vehicle according to Claim ~~28 or 29~~, wherein the slot or slots are provided in one or more track members bonded to the exterior surface by adhesive.

31. (Currently Amended) A vehicle according to Claim ~~28 or 29~~, wherein the slot or slots are provided in one or more track members secured to the side wall by fixing means.

32. (Original) A vehicle according to Claim 31, wherein each of said track members has a corresponding backing plate on the opposite side of the curtain, the fixing means passing through the curtain and joining the corresponding track member and backing plate.

33. (Currently Amended) A vehicle according to ~~any of Claims 28 to 32~~, wherein the track members are extruded members, and the slot or slots are shaped to allow keying of the elongate fastener with the slot or slots.

34. (Original) A vehicle according to Claim 33, wherein one or more of said track members are provided on each of the upper and lower edges of the exterior surface.

35. (Currently Amended) A vehicle according to ~~any of Claims 28 to 34~~, wherein the track members are provided as discrete lengths of track spaced at regular intervals on the vehicle.

36. (Original) A method of modifying a vehicle to display at least one advertising panel on at least one surface of the vehicle, the panel comprising a sheet of plastic mesh material having an image applied to a first side of the sheet, wherein the panel has an elongate fastener provided on at least one longitudinal edge, the elongate fastener having a thickness greater than the sheet said method comprising the steps of: securing one or more slotted track members in a predetermined pattern on the surface of the vehicle or on a curtain adapted to be mounted on the surface of the vehicle, and releasably attaching the advertising panel to the one or more slotted track members by engaging the elongate fastener in the slots provided on the one or more slotted track members.

37. (Currently Amended) A method according to Claim 36, wherein the advertising panel is an advertising panel according to ~~any of Claims 1 to 20~~.

38. (Currently Amended) A method according to Claim 36 ~~or 37~~, wherein the advertising panel is substantially rectangular having upper and lower longitudinal edges and two side edges, and wherein elongate fasteners at the upper and lower longitudinal edges are engaged in the slots provided on the one or more slotted track members, including the further step of: releasably attaching the side edges of the advertising panel to one or more releasable clamping members.

39. (Original) A method according to Claim 38, wherein: at least one side edge is provided with an elongate fastener, the side edge is attached to the one or more releasable clamping members by clamping the elongate fastener in a selected one of a plurality of positions, to adjust the lateral tension in the advertising panel.

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40. (Original) An advertising panel for mounting to a structure, the panel comprising a sheet of plastic mesh material having an image applied to a first side of the sheet, wherein the panel has a plurality of resilient attachment means provided along at least one edge of the panel.

41. (Original) A vehicle having a rear door, the rear door having mounted thereon an advertising panel according to Claim 40.

42. (Original) A vehicle according to Claim 41, wherein the rear door is a roller shutter door.

43. (Original) A vehicle according to Claim 42, wherein the rear door has attachment fixings secured thereto, each attachment means being attached to an attachment fixing and being adapted to allow elastic extension of the attachment means when the roller shutter door is in its rolled state with the advertising panel mounted thereon.

44. (Currently Amended) A vehicle according to ~~any of Claims 41 to 43~~, wherein the resilient attachment means comprises elastic tension members of natural or synthetic rubber.